

PRADA

PRADA RE-NYLON FOR SELFRIDGES
A worldwide preview at the Selfridges Corner Shop
17th August – 13th September 2020

Selfridges marks the launch of Project Earth with a global-first preview of the new Prada Re-Nylon collection, presented within the Selfridges Corner Shop. Re-Nylon is a sustainable line of Prada – launched in 2019 - executed in a unique regenerated nylon obtained through the recycling and purification process of plastic waste collected from oceans, fishing nets, and textile fibre waste.

Through a process of depolymerization and re-polymerisation, the yarn can be recycled indefinitely, with no loss of quality. Committed to protecting the environment, in recent years, the Prada Group has invested in projects aimed at saving energy and promoting examples of good practice within the luxury sector: the Prada Re-Nylon initiative is one of the latest proofs of its sustainability commitment in action.

Project Earth is Selfridges major new sustainability initiative that builds on the industry leading steps Selfridges has taken over the last 15 years to place sustainability at the heart of the business. [more information to be announced on Monday 17th August 2020].

The Prada Re-Nylon Corner Shop experience is immersive and absolute. The space features short movies produced by National Geographic, displayed in sync on scenographic multiscreen large-scale arches. All surfaces are covered with video wallpaper, evoking the sustainability principles of the project with macro animations of natural elements as well as the Re-Nylon industrial process. The video content is entirely black and white: the total absence of colour in the set up recalls the origins of the modern Prada Nylon DNA.

The Re-Nylon collection, to see and buy for the first time at Selfridges ahead of its global release in Mid-September, includes classic Prada accessories shapes, as well as full men's and women's ready-to-wear collection, all realized in black regenerated nylon.

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“Prada Re-Nylon project brings circularity to life by teaming creativity with sustainable product innovation in the Selfridges Corner Shop. Prada brings vision to all elements of its business - sustainability is no exception - I am delighted that through this unique concept developed for our sustainability initiative Project Earth, we are able to share that vision with our customers.” says Selfridges Executive Buying & Merchandising Director, Sebastian Manes.

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